

Anchor--Person in the newsroom telling about the news (not out on the scene)

Reporter--Person on the scene of a story, the person reporting live is a reporter

Rundown--The order of stories that will appear in a newscast

Lead Story-The first story in the newscast (the most shocking/important news)

"If it bleeds, it leads"-The more violent a story is, the earlier in the newscast it tends to appear

The Lower Third--The information at the bottom of the screen during a story, tells who the person is, the city, the name of the story (or other information that is needed/important)

Call Letters: The letters of a local TV and radio. East of the Mississippi River they begin with "W"  
(examples: WDIV, WXYZ, WWJ, WOMC)

NOTE: Michigan is East of the Mississippi River

Teaser--A little preview of stories to come to "tease" you into continuing to watch

A 30 minute newscast has about 23 minutes of news (the rest are commercials--most commercials are for local companies)

B-Roll—stock pictures or video that can be used for stories (was not filmed for that story specifically)

Headline--The title of the news article. The larger the headline, the more important the story

Byline--The author of the story (By: John Smith)

Above the fold--A newspaper comes folded. Anything above the fold is considered the most important news (it can be seen from a paper box or display)

Caption--Explanation of a picture or graphic. Usually under the picture

Quote--What someone says, exactly as they said it. Quotation marks are at the beginning and end of a quote "

ears: Space at the top of the front page on each side of the newspaper's nameplate. Usually boxed in with weather news, index to pages or an announcement of special features.

masthead: information about the newspaper, such as the name of the publishing company, names of the officers of the company, location of editorial offices, editorship and distribution facts, all usually found at the top of the editorial page

nameplate (flag or logo): A stylized signature of a newspaper which appears at the top of page one.